## Games People Play

The world's first x-rated video game cartridges, designed to be used in the privacy of your own home, are going on sale. Some cartridges are compatible with Atari game set-ups, and cost $49.95 each.

In "Custer's Revenge," for example, the poor old General runs across a desert obstacle course, stark naked, to "reach and ravage an Indian maiden," says *Advertising Age.*

The Los Angeles adman handling the account says that while game play is sexually oriented, the relatively poor reproduction of body parts on TV screens will soften the sexual impact. In anticipation of such games, Governor Brown signed legislation this week to ban sales of the cartridges to minors.　□□